

244.130 Advertising to comply with regulations of board -- Types of advertising not prohibited.

- (1) A licensee may advertise or cause to be advertised in any manner any product that the licensee is licensed to manufacture or sell unless prohibited by administrative regulations promulgated by the board.
- (2) The board shall not prohibit the following forms of advertising:
 - (a) Advertising in newspapers, magazines, or periodicals having a general circulation;
 - (b) Promotional advertising on radio or television limited to no more than the name of the licensee and the products the licensee is permitted to manufacture or sell;
 - (c) Promotional advertising containing the names of establishments or products displayed on uniforms or equipment of sporting teams;
 - (d) Promotional advertising mailed or delivered to a consumer's residence; or
 - (e) A distiller from providing visitors who are twenty-one (21) years of age or older, in conjunction with a distillery tour or an event conducted by a bona fide church or charitable organization, free:
 1. Consumer-branded nonalcoholic novelty items whose actual retail cost does not exceed seventy-five dollars (\$75) per item; and
 2. Production by-products.

Effective: June 29, 2017

History: Amended 2017 Ky. Acts ch. 62, sec. 95, effective June 29, 2017. -- Amended 2016 Ky. Acts ch. 80, sec. 23, effective July 15, 2016. -- Amended 2007 Ky. Acts ch. 59, sec. 1, effective June 26, 2007. -- Amended 1998 Ky. Acts ch. 121, sec. 28, effective July 15, 1998. -- Amended 1984 Ky. Acts ch. 58, sec. 2, effective July 13, 1984. -- Amended 1978 Ky. Acts ch. 194, sec. 21, effective June 17, 1978. -- Recodified 1942 Ky. Acts ch. 208, sec. 1, effective October 1, 1942, from Ky. Stat. sec. 2554b-164.